

## Message Text

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PAGE 01 KINGST 00968 111511Z

61

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W

----- 123998

R 111414Z MAR 75

FM AMEMBASSY KINGSTON

TO SECSTATE WASHDC 7125

INFO AMEMBASSY BOGOTA

AMCONSUL GUAYAQUIL

AMEMBASSY QUITO

AMEMBASSY SANTO DOMINGO

UNCLAS KINGSTON 968

FOR COMMERCE/WANDA ALE

EO 11652: N/A

TAGS: BEXP, JM

SUBJECT U.S. AGRICULTURAL, FOOD PROCESSING, AND

PACKAGING EQUIPMENT TRADE MISSION, MARCH 5-8,

JAMAICA

SANTO DOMINGO PLEASE PASS MISSION DIRECTOR MUENZER

1. SUBJECT TRADE MISSION CONSISTING OF MISSION DIRECTOR AND SIX BUSINESSMEN HAD EXCELLENT RESULTS FROM APPROXIMATELY 60 APPOINTMENTS PACKED INTO TWO DAYS. TOTAL ACHIEVED INCLUDE \$100,000 IN IMMEDIATE AND \$1,570,000 IN 12 MONTH PROJECTED SALES. CONRAD APPOINTED TWO AGENTS. MISSION ENCOUNTERED STRONGER INTEREST FROM PUBLIC/PRIVATE END USERS THAN ORIGINALLY EXPECTED AND FOUR MEMBERS EXPECT RETURN WITHIN NEXT THREE WEEKS TO CONSUMATE SALES TRANSACTIONS. MUCH OF MISSION'S SUCCESS DUE TO PLANNING ADVANCE OFFICER BURNS AND ENTHUSIASTIC SALES APPROACH MEMBERS WHO WERE ENERGETIC, WELL VERSED IN AGRICULTURE, AND ABLE ESTABLISH IMMEDIATE RAPPORT WITH JAMAICANS. POST ONLY REGRETS ABSENCE FRICK REPRESENTATIVE WHOSE 12 APPOINTMENTS WITH KEY END USERS HAD TO BE CANCELLED AT LAST MINUTE

2. TIMING AND PRODUCT MIX SUBJECT MISSION OUTSTANDING.

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MEMBERS ABLE TO GET IN ON GROUND FLOOR SEVERAL JAMIAICAN

PROJECTS NOW BEING INITIATED OR EXPANDED SUCH AS LARGE SCALE CONVERSION SUGAR CULTIVATION LAND INTO FUTURE RICE FARMS, USE SUGAR CANE BY-PRODUCT IN BOTH LIVESTOCK FEED AND HUMAN FOOD, SMALL-MEDICUM SIZED CANNING OPERATIONS, INCREASING LIVESTOCK/DAIRY ACTIVITY, AND MUNICIPAL DRAINAGE. PSOT COMMENDS WASH/USDOC OFFICER FOR PROCURING EXHIBITORS WHOSE EQUIPMENT DOVETAILED PERFECTLY WITH NEEDS JAMAICA'S AGRICULTURALISTS.

3. IMPORTANT TO MISSION'S SUCCESS WAS PRESENCE OF DIRECTOR, PROJECT LAND LEASE, AND AGRICULTURAL MANAGER, ALCAN LIMITED WITH TWO ASSISTANTS WHO CAME IN FROM MANDEVILLE, ONE OF THE MAJOR AGRICULTURAL REGIONS IN JAMAICA.

4. POST FELT SUBJECT MISSION HIGHLY WORTHWHILE AND WOULD SUGGEST FUTURE REPEAT TO CAPITALIZE ON CONTINUING HIGH LEVEL JAMAICAN INTEREST IN AGRICULTURE

5. FINAL BUDGET INFORMATION ( IN U.S. DOLLARS)

RENTAL MISSION DIRECOT'S SUITE (BIC)	\$223.91
SALARY TEMPORARY SECRETARY	\$292.60
BORCHURES PRINTING AND MAILING	\$121.00
PHONE CALLS- ARRANGING APPOINTMENTS	\$ --
TOTAL (O&A)	\$637.51

HOSPITALITY (SMF)

RECEPTION	\$146.90
INVITATIONS-MAILING	10.51
BERVERAGES FOR HOTEL SUITE(ALL BOTTLES RETURNED TO EMBASSY)	--
TRANSPORTATION VIA EMBASSY	
VEHICLES (OVERTIME FOR DRIVERS)	\$ 50.77
COFFEE AND SOFT DRINKS	\$ 50.82
TOTAL (SMF)	\$259.00

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